

AMENDMENTS TO THE SPECIFICATION

Page 15, please amend the last paragraph beginning on line 18 as follows:

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Referring again to FIGURE 5, if a customer decides to purchase a different product 50 shown in the low resolution image catalog page "29" (web page 33), then he or she clicks in the outline area 50 for such product to obtain a detailed product presentation for that particular product. The new detailed presentation 40B shown in FIGURE 7 is then accessed when link 50 in low resolution image web page 33 is clicked. Here again, the detailed presentation 40B shown in FIGURE 7 includes a high resolution photograph 42B of the product, a headline 43B, product copy 44B and an order data block 45B. As can be seen in FIGURES 5 and 7, one or more products displayed on a catalog page, such as product 50 shown in FIGURE 5, can be a plurality of items that have been grouped together for presentation in the catalog, such as the plurality of drill bits shown as product 50 in FIGURE 5 and described in more detail in FIGURE 7. In such a case, the high resolution photograph 42B of the product, headline 43B, product copy 44B and order data block 45B would typically describe or reflect a plurality of items. Thus, for example, the order data block 45B for the plurality of drill bits shown in high resolution photograph 42B and described in headline 43B and product copy 44B of FIGURE 7 lists a plurality of bits and prices for such bits. If the customer

wishes to order one or more of the items comprising the product shown in

FIGURE 7, he or she again clicks the corresponding buy button(s) 48B to initiate the purchase.